

Making Strategy Work: Leading Effective Change

24th – 27th November 2013

Baniyas Board room in Beach Rotana Hotel

Abu Dhabi, UAE



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- › **Management Review** – how to screen organizational performance and automate management review results, so that actions can be communicated with no subjectivity and on a timely basis to the responsible parties to improve performance
- › **Automation** – how to use a web-based, collaborative application, Virtual Integrated Management System (ViMS) to integrate, automate and streamline information and workflow related to organizational strategy setting, implementation and monitoring

Who should attend?

- › **Managers, heads, specialists and team members** who are involved in formulating, implementing, monitoring and improving business strategies and performance in their organizations
- › **Project management office staff**
- › **Risk management managers**

Method of learning

The learning methodology is designed to ensure that you leave the seminar with practical skills, which you have practiced and can apply immediately on your return to your workplace.

The seminar will include:

- › A combination of teaching, practical exercises, discussion groups and feedback sessions
- › The opportunity to enter proposed solutions practically into a strategy and performance improvement management tool

KEYNOTE SPEAKER

HE Badria Al Mulla, President of International Emirates Business Group (IeBG)



With a Master of Science in Information Systems from the University of Salford (UK), and an enviable track record of delivery and achievement in the fields of excellence, planning, quality and performance in the Oil and Gas Industry, Badria established IeMQ, a management consultancy firm that has risen to the challenge of achieving excellence and remarkable results within a very short time. In 3 years time, IeMQ business has been expanded to become International Emirates Business Group (IeBG) a group of companies that covers the business consulting, leadership development, oil and gas, investment, real estate and fashion industries. She is also the originator of a unique strategy and performance improvement management tool, known as the Virtual Integrated Management System (VIMS) which has been implemented in several major corporations in Middle East, Europe and USA. As a regular contributor to international conferences

and summits, Badria has both the experience and leadership powers to inform and inspire seminar delegates. Her journey of dedication and success has led her to be nominated for several international leadership and excellence awards from key prestigious entities such as FGCCC, Abu Dhabi Government, Switzerland Government, USA Leadership Development Association, The World Bank and Great Middle East Business Women Awards.

INSTRUCTORS



Christel Steyl

Christel Steyl is the strategy and performance management services director with International Emirates Management for Quality (IeMQ). In a career that spans 30 years he has done training and consulting work in South Africa and in the Middle East, contributing to the success of companies in the public and private sector. Christel is an accomplished trainer and facilitator. He has lectured at major universities in South Africa and acted as guest speaker on business school programmes. His area of interest is project management, stakeholder management and organisation communication. Christel holds two -masters degrees – an MA and MBL (Master of Business Leadership)



Ashif Ashraf

Ashif Ashraf is the manager of application development in International Emirates Management for Quality (IeMQ), a division responsible for modeling and improving the Virtual Integrated Management System (ViMS). Ashif specializes in developing software solutions aligned with business excellence frameworks. He has over 8 years experience in software development, support, management, training and leading organizational changes through integrated business solutions.

Management Challenges in Leading Change

Change is vital to organizational growth and continuous improvement. However, it is difficult to manage and structure. It requires a great vision and a strategic plan led by proactive leader to lead the successful implementation based on the understanding of the “big picture,” of the organizational systems and structures as well as all the sequential steps that lead to it.

A good strategy can only work through integrated and structured implementation and management of change. Unfortunately, many organizations are facing substantial challenges aligning and integrating elements of the strategic framework and sustaining performance improvement. Some of the more typical difficulties they face include:

- › An apparent inability to **integrate strategy** and the organization’s **business plans**
- › A failure to ensure that **business objectives** are **cascaded** to all levels within the organization
- › A lack of alignment between business **processes and procedures** and the organization’s strategy
- › The failure or abandonment of projects due to ineffective project planning and monitoring
- › The absence of **systematic resource allocation** to support the organization in allocating the right resource to the right task at the right time
- › Insufficient **management information** to make informed management decisions
- › A lack of a systematic **risk management system** associated with the business strategy to monitor activities that could impact the achievement of the strategy
- › Failure to effectively **manage changes** in a planned and systematic fashion

Making Strategy Work: Leading Effective Change is a hands-on workshop that provides an overview of the strategy framework in an organization and how its components interact and influence each other. Only when gaining a clear understanding of the big picture can management make informed decisions and initiatives to effectively and efficiently manage and lead change towards continuous improvements.

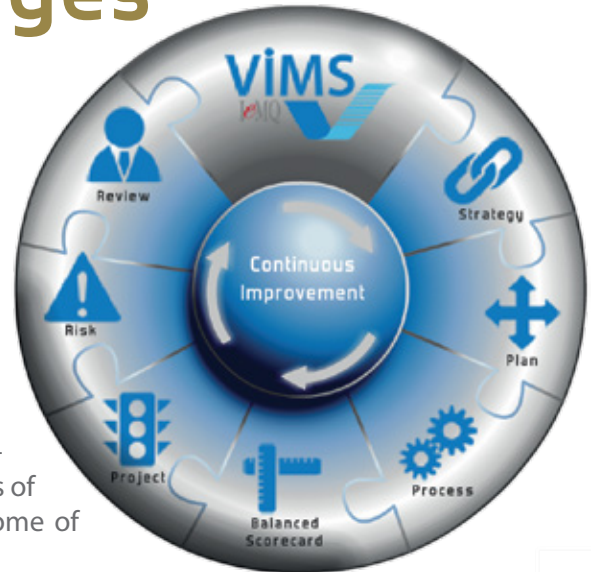
Purpose of the seminar

The purpose of this seminar is to equip delegates with an integrated working knowledge of how to formulate, implement, evaluate, and improve the strategic framework.

What you will learn

You will learn how to properly align functional objectives with corporate strategy and how to integrate strategy formulation and implementation towards making smart decisions to lead change with high stakeholder’s satisfaction by focusing on the following nine core areas:

- › **Framework for Strategic Change** – Understand the stages of strategy development and implementation, elements for effective business improvement and change, and ways to overcome resistance to change; and develop structures and tactics to manage change
- › **Strategic Framework** – how to define your organizational/division/team vision and mission, formulate objectives and compare self-assessment results with customer surveys using best-of-breed toolsets
- › **Business Plans** – how to develop organizational, divisional and individual business plans in a cascaded and integrated fashion with business strategy
- › **Business Process** – how to model business processes, workflows and procedures
- › **Balanced Scorecard** – how to manage and monitor the achievement of strategy and operational business objectives through the establishment of measures and a balanced scorecard
- › **Project Monitoring** – how to monitor project objectives, performance and milestones
- › **Risk Management** – how to set up consistent risk management processes and develop an effective risk management collaborative framework to handle uncertainty and risk



2013

Nov 24 Sunday

Day 1

09:00-09:30	Reception / Registration
09:30-12:30	The Road Ahead: Overcoming Challenges in Leading Change
12:30-13:00	Prayer break
13:00-14:00	Leading Effective Change Through Integrated Management system
14:00	Lunch

Nov 26 Tuesday

Day 3

08:00-08:30	Review of Day 2
08:30-10:00	Business process-how to model Business processes, Workflows & procedures
10:00-10:15	Coffee break
10:15-11:30	Business process-practical issues & Implementation on (ViMS)
11:30-12:30	Objective monitoring -how to manage & monitor the achievement of strategy & operational business objectives through the establishment of measures & a dashboard system.
12:30-13:00	Prayer break
13:00-14:30	Objective monitoring-practical issues & implementation on (ViMS)
14:30-15:30	Lunch/Prayer break
15:30-17:00	Project Management- a common platform

Nov 25 Monday

Day 2

08:00-10:00	Case study (the foundation) Strategic framework-how to define organization division-team-Vision & mission, formulate goal & objectives
10:00-10:15	Coffee break
10:15-12:30	Strategic framework-practical issues & implementation on (ViMS)
12:30-13:00	Prayer break
13:00-14:30	Business plans-how to develop organizational divisional & individual business plans in cascaded & integration fashion with business strategy
14:30-15:30	Lunch/Prayer break
15:30-17:00	Business plan (cont...)-practical issue & implementation on (ViMS)

Nov 27 Wednesday

Day 4

08:00-08:30	Review of Day 3
08:30-10:00	Project monitoring-how to monitor project objectives, performance & milestones
10:00-10:15	Coffee break
10:15-11:30	Project monitoring (cont...) practical issues & implementation on (ViMS)
11:30-12:30	Risk Management-how to set up a consistent risk management processes & develop an effective risk management collaborative frame work to handle uncertainty & risk
12:30-13:00	Prayer break
13:00-14:30	Risk Management (cont...) practical issues & implementation on (ViMS)
14:30-15:30	Lunch/Prayer break
15:30-17:00	Management review-how to screen organizational Performance & automate management review results.

* (ViMS) - Virtual Integrated Management Systems

Registration Form

"Making Strategy Work: Leading Effective Change"

When: 24th to 27th November 2013
Where: Baniyas Board room in Beach Rotana Hotel-Abu Dhabi. UAE
Duration: 4 Days
Price: US\$ 2400
Led By: Badria Mohamed Al Mulla , Christel Steyl , Ashif Ashraf

Personal Details:

- Name (Mr./Ms.): _____
- Company: _____
- Position: _____
- E-mail: _____
- Phone: _____

Payment Details:

- Payments to be made in US \$.
- A confirmation letter and invoice will be sent to you on receipt of your registration and fees.
- Kindly note that the fee must be paid in full before the event. Only those delegates whose fees have been paid in full will be admitted to the event.

For payments by cheque:

- Please forward the registration form/s together with the cheque to IeMQ, PO Box 5062, Abu Dhabi, UAE.

For payments by direct deposit:

- Account Name: International Emirates Mngmnt Quality; Account Number: (USD) 11241007; Bank: Abu Dhabi Islamic Bank; Branch: Khalidiya Branch, PO Box 31545, Abu Dhabi, UAE.
- Please forward the registration form/s together with the remittance advice to: IeMQ, PO Box 5062, Abu Dhabi, UAE.

Cancellations:

- If you have registered for a seminar but are unable to attend, a substitute attendee is welcome.
- If you cannot nominate a substitute and you wish to cancel the registration, then an administrative charge of US\$ 200 is applicable.
- If the cancellation notification is received less than five working days before the event, then the full registration fee is applicable.

Preliminary Schedule:

- This event schedule may change due to unforeseen circumstances. Any changes will be reflected on our website and the applicable brochures. IeMQ reserves the right to change event details, including dates, content, presenters and venues.

Three easy ways to register: Phone • Fax • Email



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